

**Attendees:** Scott Dawson (Chair), David Cavallaro, Beau Correll, Kathlene Courtney, Susan Drew, Marilyn Finnemore, Cory Garman, Mark Lore, Steve Maclin, Rick McClendon and Andrea Smith. **Downtown Manager:** Jennifer Bell. **City Manager:** Eden Freeman. (Notes taken by Sarah Acuff Chapman)

➤ **Call to Order**

- Introduction of Steve Maclin, new board member. Owner/operator at Piccadilly Printing.

➤ **Approval of Minutes**

- Approval of previous meeting minutes – *Unanimously approved 11/0*

➤ **Officers' Reports**

- Chairperson's Report – Scott Dawson
  - Expenditures Report – no questions
  - Introduction of Kimberly Murray, Economic Redevelopment Director
  - City Council Updates – Eden Freeman
    - Budget unanimously adopted at May 26 meeting.
    - Looking at filming of City property for commercial use. Currently requires City Council approval. Looking at revising.
  - Next Meeting Date – July 2. Enough members to have quorum indicated that they would attend. Meeting will be held.
- Vice Chairperson's Report – Rick McClendon
  - Met with OTWBA members, Downtown Manager, and City Manager to discuss stakeholder involvement and hear comments/concerns.
  - Transition. Rick is resigning from Shenandoah University effective July 31 and will no longer be representing SU on the OTDB. He has offered a recommendation to the SU President on a replacement. Today is Rick's last board meeting. Rick was presented with a gift in thanks for his service to the board.

➤ **Standing Committee Reports**

- Economic Restructuring – David Cavallaro
  - Greatness Program. Survey being distributed tomorrow. Next meeting will be June 11 at 4 p.m. Plan to roll-out program at July 2 meeting. Request for volunteers to help distribute surveys.
- Organization – Andrea Smith
  - Did not meet last month. Will meet next Friday at 9 a.m. in the Welcome Center. Topic will be effective brand implementation.
- Design – Cory Garman
  - Met today at 3 p.m. Wayfinding Signage updates. Current information not completely accurate. Produced in 2004 when streets were one-way. Do not reflect current brand. Frazier & Associates has prepared an assessment report with costs to redesign the signs. Approximately \$6850.00 to redesign all signs downtown. Does not include the cost of fabrication. Strategy is to apply to Virginia Main Street Foundation for funding for fiscal year starting July 1. Downtown Manager is coordinating. Hope to know about financial assistance later this summer. Funding would not cover fabrication costs. OTDB will need to review the budget to find funding to replace the signs. Very important to

- make sure new brand is reinforced on the signs and make sure they accurately direct people to locations downtown.
  - Banners. Received request from an event organizer to put up banners on the mall for the event. Not a city-sponsored event. City Code limits usage of banners only to city business/city events. Not allowed for private or commercial interests. Will present banner policy suggestions at future meeting.
  - Would like to have a walkthrough of downtown to note items that need to be addressed. Invite board members to attend. Suggestion to invite Corey MacKnight to attend as well.
- Promotions – Mark Lore
  - Met earlier this week. Events in May (KidzFest, Farmers Market). Greatness Program and committee's potential role. Updates to shopping & dining guide. Will set-up schedule to review for new version by the end of the year.
- Ad Hoc Committees
  - Brand Roll-out – Marilyn Finnemore. Getting people to start using guide that was created, how to access materials online. Update signage and need new entry sign at renovated area. Sent letter regarding new sign.
  - Bylaws – Rick McClendon. Amendments pertaining to purpose, officers, elections, and conducting business approved at May meeting. Did not address when the vice chair becomes vacant. Will work with members of Ad Hoc Committee to make a recommendation to add language for the board to review and approve at a later meeting. Currently approved bylaws distributed to board members. To make a change, will need to make a recommendation at one meeting, and vote at the next meeting.

➤ **Downtown Manager's Updates** – Jennifer Bell

- Stakeholder Meeting – 30 people attended. Topics covered included using the brand, using the mobile app for promotions.
- Farmers Market on Saturdays 9-1. Have met target of 1000 people coming through the market. First week was over 1400 people. Last week was almost 1100 people. Positive feedback received. Draft concept of updated marketing piece. Welcome feedback regarding use of rack card solely for the market, or include an updated events list on the back.
- May 16 was KidzFest. Over 4000 people in the downtown. Preliminary parking data from the parking authority 193 more cars during the 8 a.m. – 5 p.m. time frame this year compared to last year. \$179 difference. Street parking and meters are free on Saturdays. Over \$9,000 expected in sponsorship commitments. Costs in the \$8,000 range. Positive feedback from businesses. Second successful year. Expansion would involve the secondary district.
- June kicks off major events in addition to the weekly farmers market. June 13 Classic Movie at the Taylor: Casablanca. Third Friday of the month is Friday Night Live and the following Sunday is the first free Sunday Concert in the Taylor Pavilion. Old Town Winchester is working with Shenandoah University for a Summer Fest event with free concert at the Taylor Pavilion on June 27.
- Feedback and volunteers are welcome for events.
- Full Circle Marketing worked with the Winchester Star to create a promotional insert with a full line-up of events.
- Social Media information about Kidzfest including videos reached 38,000 people.
- Board Member list updated. Let Jennifer know if any changes needed.
- Parks & Rec assistance with Movies on the Mall, Thursdays at dusk. Starts June 11. Every Thursday through July.
- June 11 Fire & Rescue Appreciation Day. Some downtown businesses offering special promotions and discounts to fire and rescue personnel. For the general public there will be a Tour-a-Truck and various emergency vehicles on the mall and Boscawen St beginning at 6 p.m. and ending with the Planes 2 movie on the courthouse lawn at dusk.
- Bluemont Concert Series starts the last Friday in June and will be held on the old courthouse lawn.

- Next Tuesday, Council will be having a public hearing on the conditional use permit for the Taylor Pavilion for amphitheater use. Would give permission to be an entertainment venue going forward.

➤ **Old Business**

- Logo Use Policy. Following rebranding, board approved allowing free use of logo to anyone who wants to use it for one year. One year has passed. Request for motion that the results of the branding campaign are still going to be able to be used by all the downtown businesses and anybody in Old Town as long as they use it within the guidelines given in our branding guidelines. *Cory Garman so moved. Discussion regarding time limit. Never seconded. Request for motion to extend the unlimited use of the logo for another year. Cory Garman so moved. Seconded. No discussion. Approved 11/0.*

➤ **New Business**

- Special Events Coordinator Contract. City is looking for a recommendation regarding the future of the contract. First term is up soon and there is an option to renew. Can make recommendation to City Council through the City Manager. *Susan Drew moved to approve extending for another year. Seconded. Discussion. Beau Correll moved to table the current motion being whether to recommend or not recommend renewal to the next meeting with a published meeting to those who want to attend in between now and then. Amended to state Organization Subcommittee meeting as in between meeting, next Friday, June 12, at 9 a.m. in the Exhibit Hall, if available. Seconded. Discussion. Call for vote. Approved 6/5.*
  - Requested data for meeting: contract, budget, expenditures, revenues, event assessments.

➤ **Public Comments**

- OTWBA – Christine Germeyer. Looking forward to information about Greatness Program.
- Dave Stegmaier – Director of Community Outreach for Congresswoman Barbara Comstock. Attended meetings for three years representing Congressman Wolf. Likes to attend and observe meetings and report to the Congresswoman from time to time. Congresswoman has a district office on Piccadilly St. and received invitation to attend the meeting. Attended the Stakeholders' Meeting. Thank you for your efforts to make this a wonderful, livable, exciting community and can see that over the four years that have been observing your deliberations, you are doing that, so thank you very much for your efforts.
- Dario Savarese – Full Circle Marketing. Reiterated that all the data is out there and has been shared. Appreciate the opportunity of working with Old Town, the Board, and City Council. There are a lot of intangibles that cannot be measured. Always difficult to retrieve 100% of the dollars. When you see the amount of business, the amount of buildings being renovated someone is seeing something happening here. Look forward to the opportunity. Hope we get the chance to continue on with things. We've got a lot of good corporate partners who have committed this year, 14 great events lined up; many of them are free to the general public. Look forward to the June meeting.

***Motion to adjourn. Seconded. Unanimously approved.***

**Adjournment at 6:48 p.m.** Next meeting – **Thursday, July 2, 2015 at 5:30 p.m. in the Exhibit Hall, 4<sup>th</sup> Floor of City Hall**